



Facts About Steinbach



**ONE OF A SERIES OF INDUSTRIAL SURVEYS
OF MANITOBA CENTRES**



by
**BUREAU OF INDUSTRIAL DEVELOPMENT
DÉPARTEMENT DE L'INDUSTRIE ET DU COMMERCE**



Facts About Steinbach

AN INDUSTRIAL SURVEY
OF
THE TOWN OF STEINBACH



Prepared By
The Bureau of Industrial Development
DEPARTMENT OF INDUSTRY AND COMMERCE
Province of Manitoba

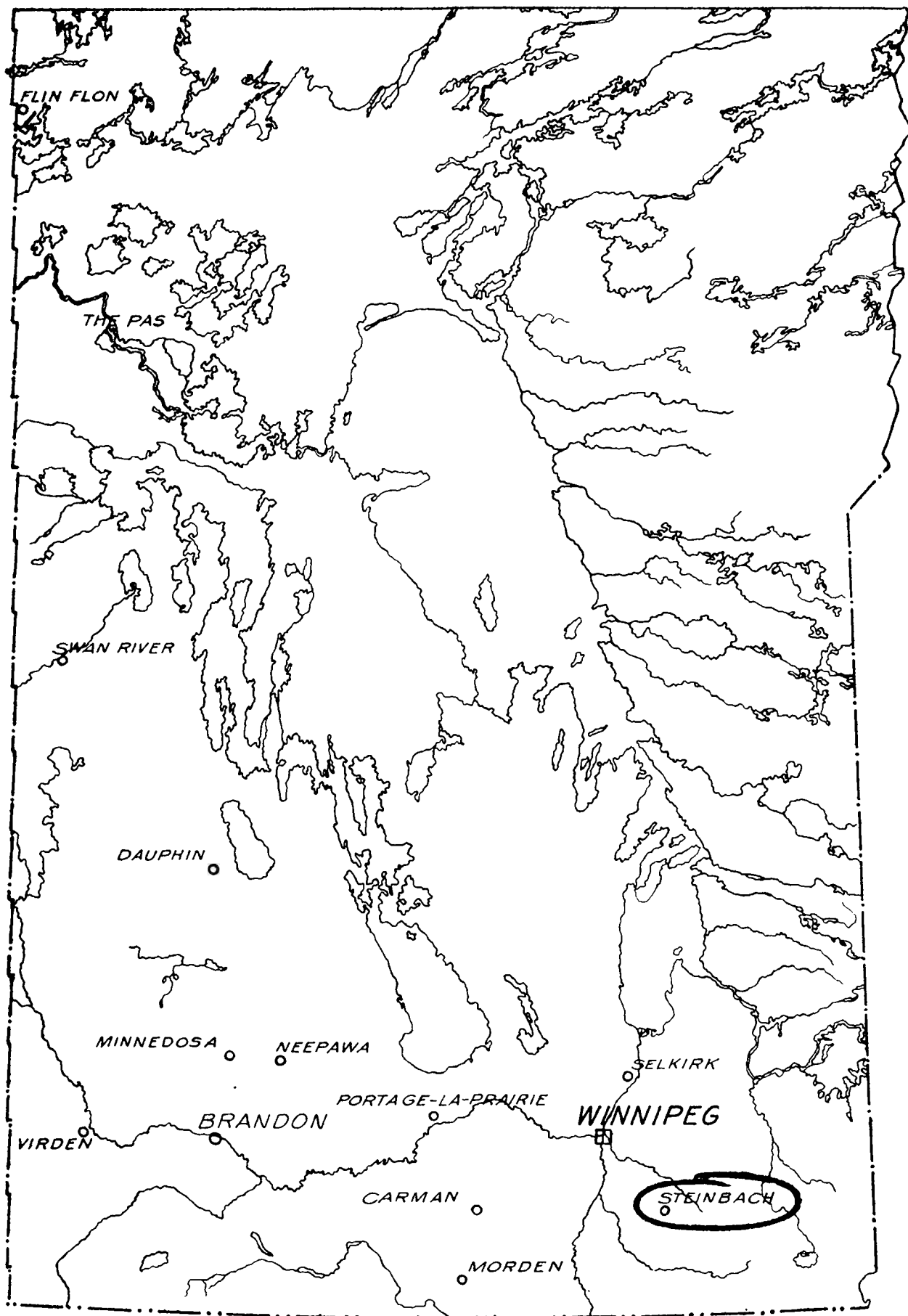
LEGISLATIVE BUILDING

WINNIPEG

HON. J. S. McDIARMID,
Minister

R. E. GROSE,
Deputy Minister

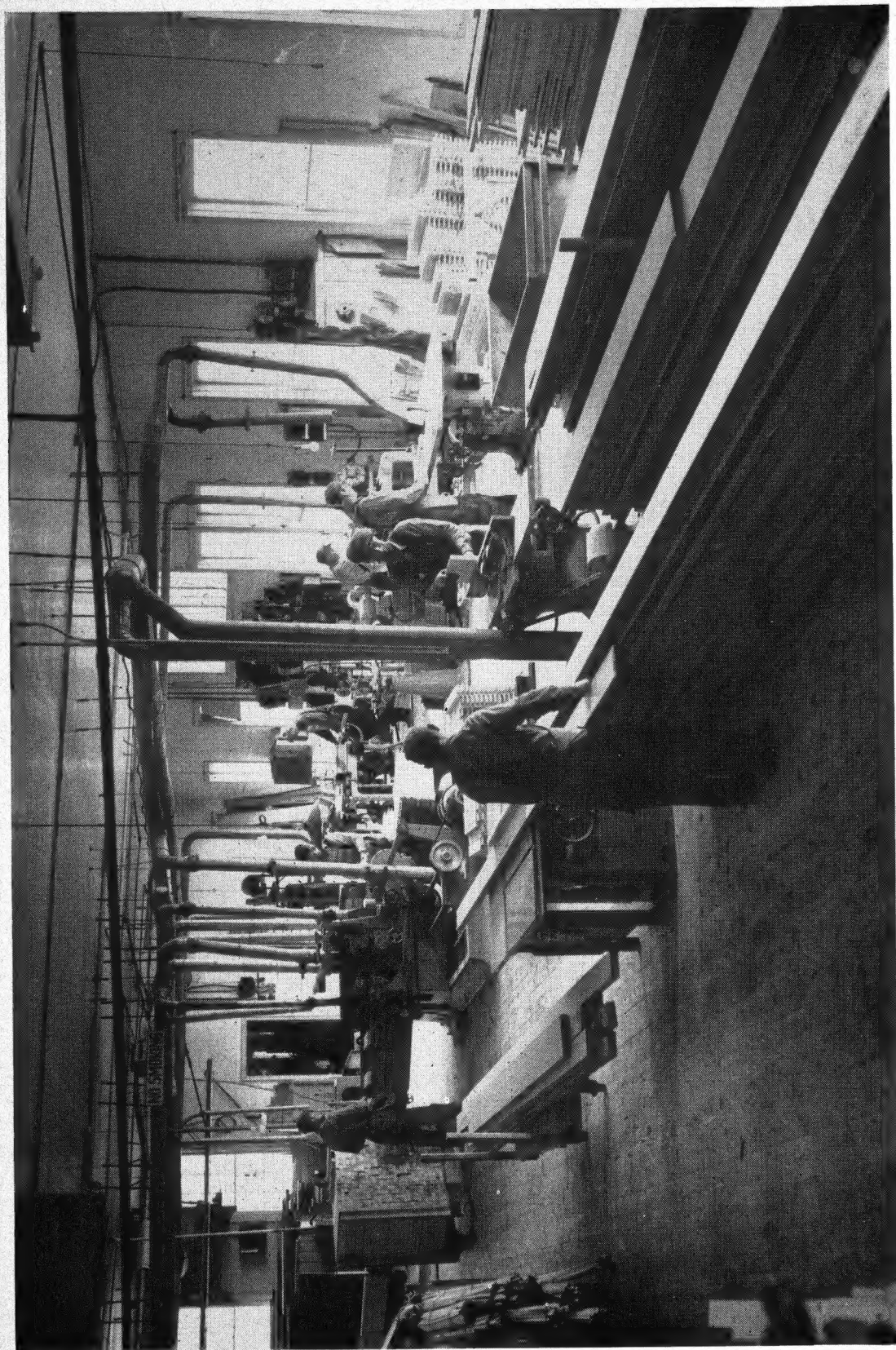
H. A. LUCKHURST
Asst. Director



Southern Manitoba, showing principal centres.

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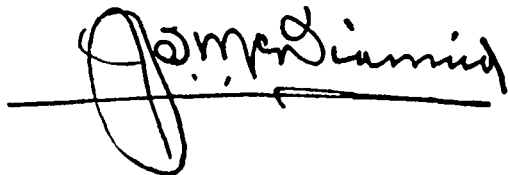
The largest sash and door mill in Manitoba, outside of Winnipeg, is located in Steinbach. The sash and doors made here are sold to wholesalers throughout the province and, in addition, a large volume of retail business is done in the vicinity of the town. The mill has an excellent reputation for the quality merchandise produced by the skillful workers to be found in the town.

Foreword

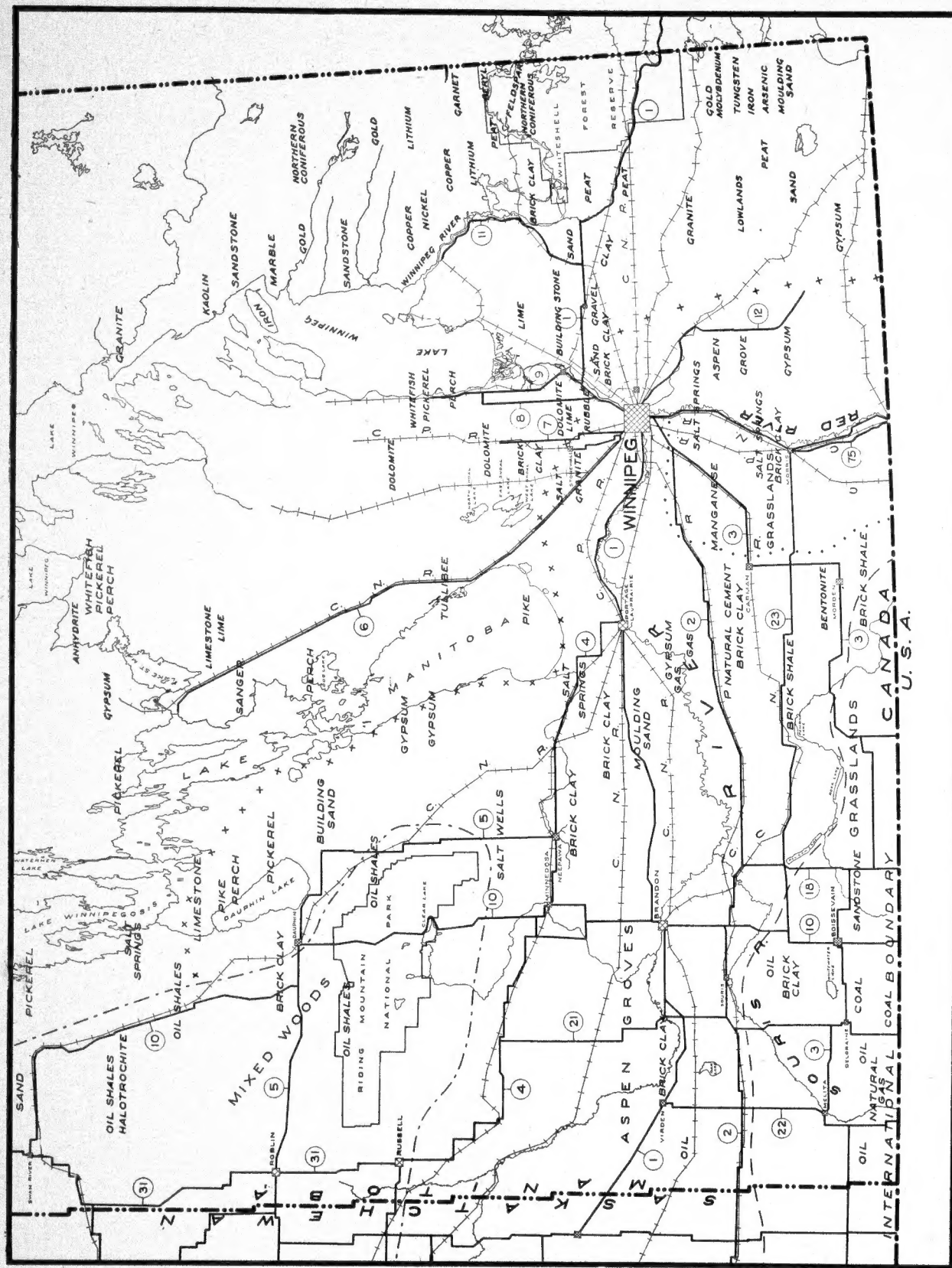
This booklet is for businessmen. It is one of a series of economic surveys published by the Department of Industry and Commerce designed to provide an inventory and analysis of physical and economic factors concerning incorporated cities and towns in the Province of Manitoba.

Manitoba cities and towns offer great advantages for production. Labour is reliable and adaptable. Communications by rail, road and air provide convenient and efficient methods of distribution. Within recent years there has occurred a notable advance in the volume and variety of Manitoba industry. A large proportion of the new projects have sprung from local enterprise, and a large number have come from other parts of Canada, the United Kingdom, the United States, and Europe. A noteworthy feature of the new development in the years succeeding the Second World War was the fact that nearly one-third of all new factories commencing operations in the province were located in the rural communities of the province.

The Department of Industry and Commerce is pleased to make this publication available for use by businessmen and organizations interested in the opportunities for the expansion of manufacturing in this area.

A handwritten signature in dark ink, appearing to read "J. M. G. Macdonald", is written over a horizontal line. The signature is stylized with a large, looped initial "J" and a long, sweeping underline.

Minister of Industry and Commerce.



Natural Resources of Southern Manitoba.

Origin and Background

Steinbach is thirty-eight miles southeast of Winnipeg on Provincial Highway No. 12. The population, at the time of the 1951 census, was 2,155.

Settlement dates from 1874 when the Provincial Government granted eight townships to the Russian Mennonites. By 1887 there were over 9,000 Mennonites in Manitoba, homesteading on both sides of the Red River. Those on the east side settled in forty-five small villages each consisting of about twenty-five families.

During the interval from 1874 to 1930, Steinbach remained a comparatively small agricultural community cut off from the remainder of the province. The Canadian National Railways by-passed it when a line was built through Giroux in 1898.

The character of the people and of the town itself has been moulded by the Mennonite faith which, at once, welded them into a closely knit community and cut them off from the main stream of commerce for many years. As a result, the people of Steinbach developed a rugged independence and a community spirit unequalled in any other town in the province.

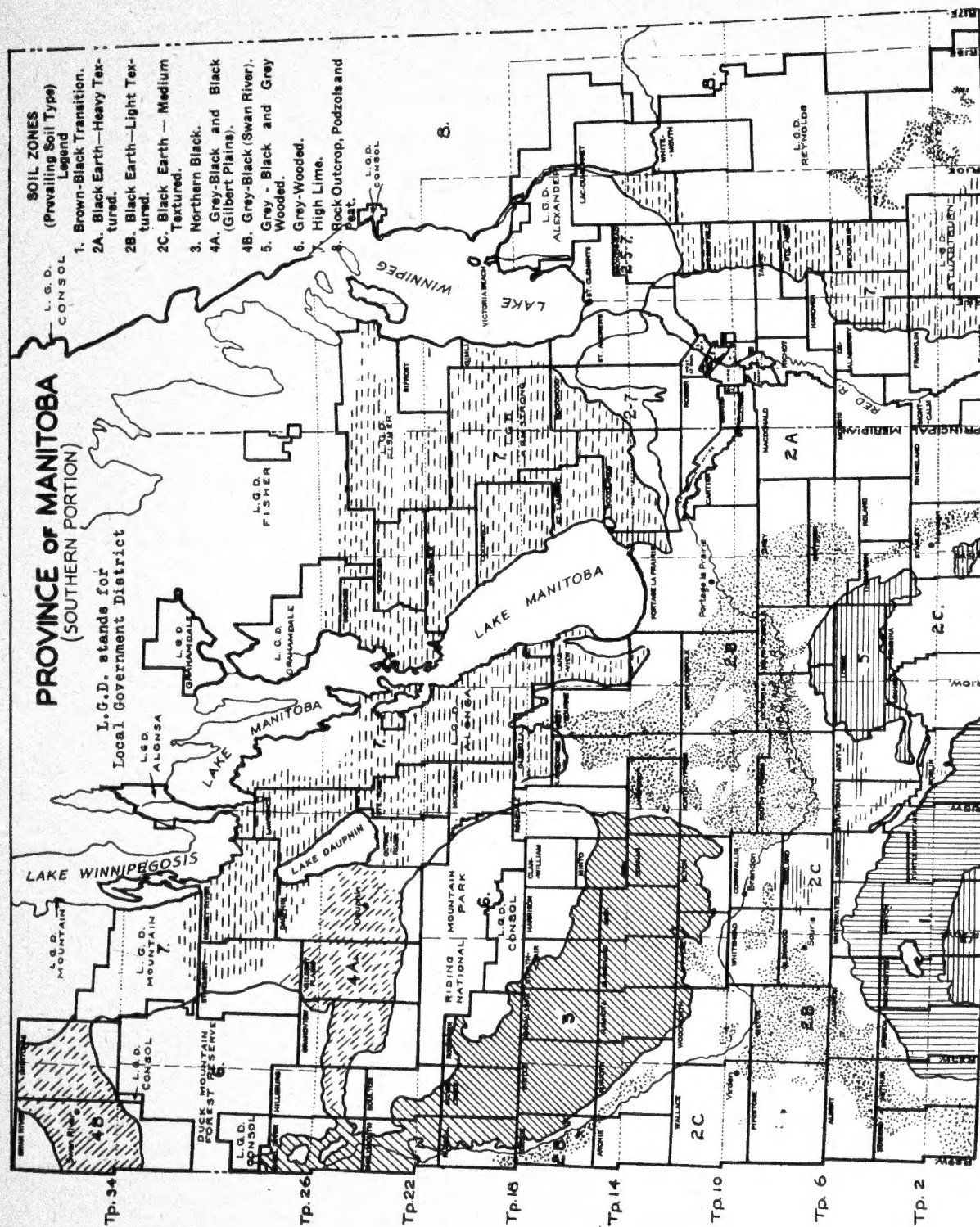
Industry got its start during the early days of the depression. Instead of going on relief, the people were willing to work for wages as low as 10c an hour in local industry. These industries became firmly established and were in a position to expand during the second war and in the prosperous post-war period.

Examples of the energy and acumen characteristic of Steinbach businessmen are to be found in the way in which a local woodworking shop first became Canada's leading manufacturer of beekeeper supplies and, subsequently, one of the principal sash and door factories in the province; the expansion of the trucking industry to the point where not only the needs of the town are handled, but in addition, a substantial interprovincial freight service has been established; the growth of a local grocery store into a supermarket where merchandise is purchased in carload quantities and the savings passed on to the consumer. These are but a few of the ways in which Steinbach lives up to its motto "If you can't get it elsewhere—we'll get it for you."



Natural Resources

Steinbach's principal resources are the soil which supports a diversified agriculture, the forested area to the southeast and her industrious people. A more intensive agriculture than is common in the other sections of the province is practised. The Sandilands Forest Reserve, some thirty-five miles to the southeast is an important source of timber.



Soil zones in the Southern portion of Manitoba.

Soils*

The town of Steinbach is located on the extreme eastern edge of the area commonly known as the Red River Plain. In the immediate vicinity of the town, sandy loam to fine sandy clay loam blackearth and meadow-prairie soils of the Steinbach soil association have developed on sandy outwash deposited over the lacustrine clay common to the plain. These soils are sometimes imperfectly drained, due to the clay substratum, and local spots that are slightly salinized occur in some locations; however, in general, they are good agricultural soils and are well adapted to diversified farming.

Beyond this local area, the Red River plain expands to the west and north, and here the clay soils of the Red River soil association predominate. Associated meadow and salinized-meadow soils (Osborne clay) are interspersed with areas of alkalinized meadow-prairie soils (Morris clay). These soils are of good fertility, but they develop poor physical conditions in excessively wet or excessively dry seasons. Hence, unlike the Steinbach soils, they are better adapted to grain production than to root crops, and periodic production of grasses and legumes is required to improve their physical condition.

Above the Lake Agassiz basin, to the east and south of the town, grey-black and associated meadow soils have developed under deciduous woods on a complex of outwash sand and water-worked till. These soils are low in natural fertility and stoniness is severe in some places. This area is better suited to livestock production and dairying than to grain farming. Numerous gravel ridges traverse this eastern area and provide a source of road ballast.

Agricultural Production

Steinbach is situated in the northeast corner of the rural municipality of Hanover, and is in the centre of a farming district formed by the four municipalities of Hanover, Tache, La Broquerie and Ste. Anne. Hanover is the most heavily populated, having 976 occupied farms with an average farm occupying 178 acres. Tache has 515 farms averaging 242 acres, Ste. Anne 389 farms and 204 acres and La Broquerie has 197 occupied farms averaging 598 acres each.

The principal farm industries are livestock and dairying, while the principal field crops are wheat and barley. The following table shows the estimated farm cash income for the municipalities of Hanover, La Broquerie, Ste. Anne and Tache.

	HANOVER	LA BROQUERIE
Wheat	\$ 141,400	\$ 3,000
Oats	44,700	3,100
Barley	97,500	700
Rye	5,900	300
Flax	7,500	..
Total Field Crop	\$ 297,000	\$ 7,100
Livestock	\$1,136,300	\$ 188,000
Poultry Produce	514,000	113,900
Dairy Produce	1,031,500	268,400
Honey and Wax	54,700	3,600
Total	\$3,033,500	\$ 581,000

*Prepared by J. H. Ellis, Professor of Soils, University of Manitoba

	STE. ANNE	TACHE
Wheat	\$ 138,300	\$ 694,700
Oats	26,800	103,200
Barley	56,700	238,400
Rye	7,500	3,300
Flax	10,700	22,200
Total Field Crop	\$ 240,000	\$1,061,800
Livestock	\$ 436,900	\$ 741,600
Poultry Produce	183,600	217,400
Dairy Produce	443,400	723,900
Honey and Wax	18,900	13,100
Total	\$1,322,800	\$2,757,800

Although they are not shown in the preceding statistics, market gardening and growing sugar beets and small fruits are important and lucrative. The 1952 small fruit crop is estimated at about \$25,000. A substantial portion of the Manitoba potato crop is grown in the vicinity of Steinbach. In 1952 about 500 acres were raised valued at about \$450 per acre, double the average value per acre. The average yield of sugar beets was 9 tons per acre in 1951 and approximately 37,000 tons were grown near Steinbach. Several of the largest strawberry growers operate in the vicinity of Steinbach. At least one has hit upon a novel way of marketing his produce. Anyone is allowed to pick strawberries at a fixed rate per basket. This system has proven popular with many families in the district as well as in Winnipeg.

Forestry

Southeastern Manitoba is one of the province's important forestry districts. In the 1951-52 season over 100,000 cords of pulpwood were cut and 500,000 F.B.M. of lumber were sawn. Other products included thousands of railroad ties, telephone poles and fence posts. The pulpwood was valued at \$2,000,000 and the lumber at \$500,000. The cutting and exporting of Christmas trees is an important sideline. About 50,000 were exported during the 1951-52 season.

Steinbach is about thirty miles from the Sandilands Forest Reserve, a territory covering an area of 409 square miles. The cutting of timber on this reserve and on the unalienated Crown Lands is controlled by the Provincial Forestry Branch to prevent the destruction of the forest resources.

Cutting rights on the Sandilands Forest Reserve are disposed of by timber sales. These sales permit the cutting of mature timber on specified tracts of land during a one-year period. The cutting rights are sold by public auction.

The Whiteshell Forest Reserve, an area of 1,088 square miles lying on the Manitoba-Ontario border, is an important source of timber and, as well, is an attractive natural playground. The transcontinental highway, passing eleven miles north of Steinbach, has opened additional districts for recreational use.

Climate

The climate of Manitoba is subject to the wide temperature variations common to a mid-continental area. The winters are cold, but invigorating. The skies are generally clear and sunny. The comparatively dry climate permits sub-zero temperatures to be endured with much less discomfort than the less severe temperatures of other areas where the humidity is high.

Manitoba weather is determined largely by the air masses moving across the continent from the west, northwest and south. Precipitation generally occurs when moisture laden air moving northwards from the Gulf of Mexico meets cooler air masses moving down from the north. The prevailing winds are from the west.

In Steinbach, annual precipitation averages 21.19 inches with an average of 8.33 inches falling during the growing season of June to August, inclusive. The length of the growing season averages 125 days between the last late frost and the first early frost. The growing season is determined by a killing frost, which is considered to be 29.5° F. The length of the interval between the last late frost and first early frost at a frost point of 33° F. is 97 days.

The mean annual temperature is 35° F. The mean maximum and minimum temperatures for January are 7° F. and -13° F. For July the mean maximum and minimum temperatures are 79° F. and 55° F.

Transportation

Transportation in Steinbach means trucks. Four firms are engaged in the local trucking industry, which originally began by hauling merchandise between Winnipeg and Steinbach.

In recent years the industry has branched out into the interprovincial and international trucking fields. Merchandise, including meat and fish, is hauled from Winnipeg to Windsor, Ontario. Return loads include automobile parts, tires and general merchandise.

Two firms are engaged in hauling automobiles and trucks between Windsor and Winnipeg. At least 600 new cars and trucks were freighted in during 1952.

In Manitoba, truck rates and classes of merchandise are governed by regulations which are supervised by the Municipal and Public Utility Board. The following rates are now in effect (October, '52.) The rates shown below are those between Winnipeg and Steinbach. They are quoted in cents per hundred pounds.

TRUCK RATES BETWEEN WINNIPEG AND STEINBACH

First Class	45
Second Class	38
Third Class	29
Fourth Class	23



This striking night scene shows two of Steinboch's modern stores. The streets, lined with cars, testify to the importance of Steinboch as a trading centre for south east Manitoba.

Communications

The Steinbach Telephone System is municipally owned and operated. The exchange is of the magneto type. At the end of 1951 there were 451 local and 146 rural services. During the year, 42 new local and 6 rural services were installed. The municipal exchange connects with the Manitoba Telephone System for long distance calls.

There are 2,000 radio homes in Steinbach, according to information provided by Elliott Haynes Limited, a market research organization. The radio broadcasting stations most frequently listened to and their percentage of the Steinbach audience follow: CKRC, 29%; CBW, 26%; CKSB, 12%; CKY, 14%; CJOB, 19%. Station CBW is the regional link in the national network of the Canadian Broadcasting Corporation and CKRC is a privately owned station connected with the Dominion network of the CBC. The other stations are all privately owned with studios in Greater Winnipeg. Radio station CKSB broadcasts in the French language. It joined the French language network of the CBC during the fall of 1952.

Steinbach is well served with newspapers. A German language weekly—the Steinbach Post and an English language weekly, the Carillon News, are published by Derkson Printers Limited. The declared circulations of the Steinbach Post and of the Carillon News are 5,034 and 2,869 respectively according to the Audit Bureau of Circulations. Final editions of the Winnipeg Free Press and the Winnipeg Tribune are available daily.

A new post office costing \$150,000 has recently been completed despite the fact that the building formerly in use was only fourteen years old. Steinbach is within thirty-six hours postal time of all major North American centers and sixty hours of the United Kingdom.

Fuel

Coal is the major industrial and domestic fuel in Steinbach. About eight-five per cent of the homes use coal as a fuel, fifteen per cent use oil. The use of fuel oil has increased rapidly during the past few years.

Several of the major Canadian coal fields are to be found in the neighboring provinces of Saskatchewan and Alberta. Lignite Souris coal from Saskatchewan and bituminous coal from Alberta are used in Steinbach.

Power

Hydro electric energy is supplied and distributed in Steinbach by the Manitoba Power Commission. At the present time the majority of the power consumed in the province is generated on the Winnipeg River, some seventy to eighty miles to the north. Power is obtained from the Fort Garry substation by way of St. Norbert and Niverville, but the town may also be supplied by alternative routes from Prairie Grove and Ste. Anne. Energy is delivered to Steinbach at 33,000 volts and is transformed down to 7,200 volts by two three phase 1000 k.v.a. transformers.



Steinbach's main street is one mile in length. The wide paved street permits diagonal parking on either side and still leaves plenty of room for traffic. Trees interspersed among the clean, modern buildings enhance the town's appearance.

There is 500 k.v.a. surplus capacity at Steinbach available to new users. Substation capacity could be increased on six months' notice to accommodate any new large consumers. In 1952 there were 771 meters in service and consumption for the fiscal year ending March 31, 1952, was 2,447,418 k.w.hrs. Unplanned interruptions to service amounted to 90 minutes during the year. There were no prearranged interruptions.

The standard power and commercial rates now in effect are as follows:

Power Rates—for Motor load of 2 h.p. and over—

First 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 5c per k.w.h.

Next 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 3½c per k.w.h.

Balance of energy used the same month at 1c per k.w.h.

10% Prompt Payment Discount

Minimum Monthly Bill—\$1.50 per k.v.a. of 80% of total connected load or monthly established demand in k.v.a., provided, however, the demand for billing purpose shall in no event be less than 25% of the highest established demand in the previous twelve months.

Wholesale Discounts:—

On the first \$200.00 gross bill each month No wholesale discount.

On the third \$100.00 gross bill same month 10% wholesale discount.

On the fourth \$100.00 gross bill same month 20% wholesale discount.

On the fifth \$100.00 gross bill same month 30% wholesale discount.

On all that portion of gross bill in excess of \$500.00 the same month 40% wholesale discount.

Commercial Rate:—

For lighting Service for loads with a demand not in excess of 20 k.v.a. with larger loads subject to review.

First 100 k.w.h. used each month at 6c per k.w.h.

Next 200 k.w.h. used same month at 3c per k.w.h.

Balance of energy used same month at 2c per k.w.h.

10% prompt payment discount.

Minimum Net Monthly Bill—\$1.00.

Sites

The Council of the Town of Steinbach is prepared to offer its full co-operation in making new business sites available. Since the town was incorporated in 1947, town planning is still in its early stages. Recently, a committee of businessmen has been appointed as a planning committee and it is now working on a practical building by-law.

The land available for industrial use is centrally located and, as shown on the map of the town on page 30 consists of a block of land bounded by Government Road Allowance, East Avenue, Home Street and Grace Avenue. Two other areas comprising several lots immediately behind the commercial district are also available.

The main street in Steinbach is one of the most impressive in the province. It is 100 feet in width and one mile in length. Modern buildings interspersed with trees line both sides.

Building by-laws provide for fireproof construction within the first class fire limits. Buildings must have a minimum value of \$5,000 and be constructed of fire resistant covering. Roofs must be of fire resistant materials such as asphalt-gravel.

Water

Steinbach does not have a central sewer and water system. An unlimited supply of hard water may be tapped by drilled wells. The water sample for the following analysis was taken from the hotel well. It is representative of the water generally available in Steinbach from a shallow well. On flowing (deep drilled) wells, total hardness runs from 12.0 to 15.0 grains per gallon. The depth of flowing wells varies from 90 to 250 feet.

Appearance.....	Clear
Odour.....	Absent
pH.....	7.6
Calcium (Ca).....	72.3 ppm
Magnesium (Mg).....	30.7 ppm
Iron (Fe).....	Nil
Bicarbonate (HCO_3).....	358.0 ppm
Carbonate (CO_3).....	Nil
Chloride (Cl).....	55.0 ppm
Sulphate SO_4	26.3 ppm
Total Solids.....	466.0 ppm
Alkalinity (CaCO_3).....	294.0 ppm
Total Hardness.....	307.0 ppm equivalent to 21.4 grains.

Population

The population of Steinbach is 2,155 according to the 1951 census. The number of male to female is 1,005 to 1,150—a ratio of 100 to 114. Hanover is the most heavily populated of the three rural municipalities surrounding Steinbach. The rural municipalities of Ste. Anne and La Broquerie are predominantly French speaking while the residents of the rural municipality of Hanover are predominantly of Mennonite extraction and are German speaking.

The population of the rural municipalities are: Hanover 6,570, Ste. Anne 2,943, La Broquerie 1,608. In each the female outnumber the male. The ratios are 100 to 109 in Hanover, 100 to 110 in Ste. Anne and 100 to 112 in La Broquerie.

The populations of Ste. Anne and La Broquerie increased by small increments up to 1941. Since that time a slight decrease has been recorded in both the census years of 1946 and 1951. The maximum populations recorded for La Broquerie and Ste. Anne were 1,712 and 3,102.

The population of the rural municipality of Hanover rose from 5,415 in 1926 to 8,743 in 1946. The apparent decrease from 1946 to 1951 was due to the incorporation of Steinbach. The results of the census of 1951 indicate that the rural municipality lost some residents since the population of Steinbach increased from 1,900 in 1946 to 2,155 in 1951, while the population of the municipality and the newly incorporated town totalled only 8,725.

Labour

The Mennonite faith is an important factor in deterring the migration of young people to larger centers. This has resulted in an ample labour supply for local industry. The quality of the labour force is high—the people are industrious, thorough and mechanically inclined.

The distribution of population by age group for census division No. 1, which includes the town of Steinbach, is: 0 to 14 years, 34.4 per cent; 15 to 24 years, 16.8 per cent; 25 to 64 years, 39 per cent; 65 years and over, 9.8 per cent.

The following table shows the occupations of householders and boarders in the Steinbach Post Office District. It was compiled from the Rural Directory issued by the Post Office Department in February, 1952. It is a general guide to the occupations of residents of Steinbach and vicinity. Slightly more than half of the independent and retired group are women. The bulk of the professional group is composed of clergymen; there are five physicians and surgeons, one dentist and one lawyer in town. Market gardeners, poultrymen and fur farmers are included under the heading farmer.

Clerks	34
Farmers	356
Independent and Retired	169
Managers	16
Professional	30
Proprietors	98
Skilled	126
Semi-Skilled	54
Unskilled	178
Women	78
Other	47
Total	1,186

Wage rates for unskilled labour are currently 75 cents an hour.

Legislation Affecting Labour

All wages, with certain exceptions in agricultural and domestic service occupations, are subject to the Minimum Wage Act of Manitoba. This Act stipulates the minimum below which wages must not go. Present wage rates (minimum) are \$0.48 an hour for experienced male workers under 18 and \$0.60 for those 18 and over. Experienced female workers in urban areas have a minimum rate of \$0.48 an hour for those under 18 and \$0.55 an hour for those 18 and over. In rural areas the rates are \$0.45 an hour for those under 18 and \$0.52 an hour for those 18 and over. In accordance with the Manitoba Fair Wage Act, two Fair Wage Boards are active in the province, governing the construction and hairdressing industries respectively. These Boards establish minimum Fair Wage rates and maximum hours for the different groups. Under the Manitoba Vacations With Pay Act, all employees who complete a year's service are entitled to not less than one week's annual vacation with pay and two weeks with pay is mandatory following the completion of three years continuous service. The Labour Relations Act provides for a Labour Relations Board to promote equitable relations between employers and employees and to facilitate the just settlement of disputes. The Board is composed of a chairman, three members representing management and three representing labour. Subject to certain revisions warranted by special circumstances, the Hours and Conditions of Work Act, administered by this Board, specifies an eight-hour day, a forty-eight hour work week for male employees, a forty-hour week for female employees, overtime rates of time and a half, the observance of statutory holidays, and notice on termination of employment. The Workmen's Compensation Act established a provincial accident fund from which compensation is paid to disabled workers and to dependents for workers killed in the course of employment. Employers pay into the fund and are

insured against liability for employees' accidents. The Manitoba Factories Act sets forth detailed regulations for safety, health and welfare of workers and for the systematic inspection of plants.

Markets

Steinbach's trading area is approximately 2,000 square miles in area. The borders lie roughly 15 miles to the north, 16 miles to the west and 30 miles to the south and east.

The population of the trading area is 22,000—fifty per cent of whom live within a 10 mile radius of Steinbach. The total consists of 11,500 male and 10,500 female.

The per capita income for census division number 1, during 1951, was \$703. The income of the trading area for the year amounted to \$15,500,000. From the statistics on gross receipts it will be seen that \$7,881,103 or 50.8 per cent was spent on the goods and services listed.

The definition of the boundaries of Steinbach's trading area was provided through the courtesy of the Steinbach chamber of Commerce. During the fall of 1952, a special survey of the gross receipts of retail establishments was conducted by the Department of Industry and Commerce. The results show that there was a 29 per cent increase in Steinbach's gross receipts for 1951 over 1950 compared with 14 per cent for the province.

	GROSS RECEIPTS	
	1950	1951
Barbers and Hairdressers	\$ 13,310	\$ 16,016
Clothing	252,937	352,250
Garage and Service Station	3,171,515	4,167,043
Grocery and General Store	520,823	658,852
Hardware, Electrical Appliances and Furniture	438,929	585,836
Implement Dealers	680,851	756,318
Other	1,006,956	1,344,788
Total	\$6,085,321	\$7,881,103

In each of the classifications, the total represents the receipts of at least four establishments. The classifications in the preceding table and in the following list of businesses are not exactly comparable. For instance, although there are only eight names under the listing "clothing", the dry goods receipts of two general stores have been included so that the statistics are the clothing receipts of ten establishments.

Stores selling hardware, electrical appliances and furniture have been grouped together to prevent disclosing information about any one establishment. The statistics include only the gross receipts on retail merchandise, which in the case of two concerns are of relatively minor importance.

The statistics for the "Garage and Service Station" group represent the gross receipts of the concerns listed with the exception of their implement departments; the gross receipts of three bulk fuel oil dealers are included in this classification. The gross receipts on the sales of farm implements of five garages and three farm implement dealers are grouped together under the heading "Implements."

Only seven establishments, out of the sixty-eight which comprise Steinbach's retail and service industries, did not co-operate in the survey. Estimates of their gross receipts have been made. The estimates, which were \$213,000 for 1951 and \$172,000 for 1950, are based on the gross receipts of similar establishments and they are only 2.70 per cent of the gross receipts for 1951 and 2.83 per cent of the gross receipts for 1950.



The interior of a large supermarket pictured here speaks eloquently of Steinbach's position as a trading centre. The owner has built a large business on the principle of a large turnover and a low margin of profit.

Service Industries in Steinbach

A list of business establishments in Steinbach follows. Those marked with an asterisk were not included in the survey of gross receipts since they were not defined as retail establishments or personal services and a large part of their business would come from beyond Steinbach's normal trading boundaries.

Barbers and Hairdressers

Hiebert's Barber Shop
John's Barber Shop
Kehler's Barber Shop
Ketler's Beauty Shop
Steinbach Beauty Shoppe
Unger, J. R. (Barber)

Clothing

Family Shoe Store
Hiebert, C. P. (Dry Goods)
Kliewer, G. F. (Men's Clothing)
Reimer's Dress Shoppe
Rieger Clothing
Robinson Stores
Steinbach Bargain Store
Young Town (Children's Wear)

Garage and Service Station

British American Oil Co. Ltd. (Bulk Fuel)
Engbrecht Garage (Implement)
Friesen, J. R. and Son (Implement)
Hanover Motors (Implement)
Imperial Oil Ltd. (Bulk Fuel)
Kroeker, C. T. and Sons (Bulk Fuel)
Loewen Body Shop
Loewen Garage Ltd.
Penner's Garage (Implements)
Regehr, J. E. & Sons Ltd. (Implement)

Grocery and General Store

Betty's Grocery
Economy General Store
Modern Grocery
Reimer, H. W. Ltd.
Reimer, P. B. & Sons Ltd.
Vogt Bros.

Hardware, Electrical and Furniture

Alf's Radio and Electric
*Barkman's Hardware
Hanover Electric
Hanover Furniture Exchange
MacLeod's Ltd.
Penner Electric
Pete's Radio and Appliances
Schellenberg's Furniture

Implement Dealers

Barkman and Toews (Garage)
Reimer, K. B. & Son
Steinbach Garage

Others

Bert's Billiards
Bergen Jeweller
Book and Variety Store
Buss, A. K. (Shoemaker)
*Brandt, J. H. (Building Contractor)
*Brookside Hatchery Ltd.
*Crescent Creamery Co. Ltd.
Central Market (Locker Plant)
*Derksen Printers Ltd.
Eno's Watch Clinic
Evangel Book Shop
Friesen Machine Shop
Keller, J. S. (Butcher)
Harder, P. E. (Welding)
Harder, D. J. (Painter)

Johnny's Grill
Kreutzer Blacksmith Shop
*Ladobruk, P. (Trucker)
*Loewen Funeral Home
*Loewen, C. T. & Sons (Millwork, Hardware)
*Loewen, J. T. (Moving Contractor)
McBurney's Drug Store
*Neufeld, H. K. (Building Contractor)
*Penner's Transfer
Pete's Inn
Playhouse Theatre
*Reimer Agencies (Insurance, Finance)
*Reimer, Arlie (Building Contractor)
*Rempel, J. H. (Plumbing and Heating)
*South East Transfer
Steinbach Bakery
Steinbach Creamery
Steinbach Cold Storage Ltd.
Steinbach Dry Cleaners
*Steinbach Feed Service Mill
*Steinbach Hatchery
Steinbach Lumber Yards (Lumber, Hardware)
*Steinbach Sheet Metal Co.
*Steinbach Taxi Ltd.
*Tarasenco, J. (Plumbing and Heating)
Thiessen Shoe Repair
The Rite Spot Cafe
Tourist Hotel
Unger Jewellery
Walt's Studio (Photographer)
*Wall, C. H. (Trucking)

Financial Services

A branch of the Royal Bank of Canada is located in Steinbach. All the usual banking services are provided including: savings accounts, safety deposit boxes, chequing accounts, short term loans and the transfer of money to all parts of the world. Interest rates on short term loans vary from 4 to 6 per cent, the legal maximum. It is estimated that the bank serves a population of 11,000.

The Steinbach Credit Union has a membership of 2,000. During 1951 it made 1,552 small loans to its members. The value of the loans was \$530,000 of which \$145,000 or 27 per cent was spent to purchase cars and trucks and \$95,000, or 18 per cent, was spent to purchase farm machinery. Other services include loans for buildings and improvements, land and property, livestock, harvesting and threshing, furniture, clothing and education. Since incorporation the Credit Union has made loans totalling over \$2,100,000.

The merchants in Steinbach were quick to see the benefits to be derived from a strong Credit Union, with the result that the Credit Union provides an unusual number of services in competition with the bank.

*Not classified as a retail establishment and not included in the statistics on retail sales.

*Only the hardware receipts of this firm are shown in the statistics since it is, primarily, a manufacturing concern.

Manufacturing and Processing

The latest statistics issued by the Dominion Bureau of Statistics on the manufacturing and processing industries in Steinbach are for the year 1949. In that year, the six establishments employed 61 and paid \$101,111 in salaries and wages. This represents an annual wage of \$1,657 and compares with the average \$2,042 paid to employees in Winnipeg. The lower rate reflects the somewhat lower cost of living in Steinbach as well as the fact that part-time workers are a more important part of the total.

The gross value of products manufactured or processed in Steinbach was \$653,689. This is an average of \$108,948 per establishment. Despite the small size of the average establishment, the gross value of products, which was \$10,716 per employee, compares favourably with that of \$11,313 per employee for the province.

The natural market for Manitoba industry is the three Prairie Provinces of Manitoba, Saskatchewan and Alberta. Retail sales were \$666,701,000 in Manitoba and \$2,114,356,000 in the three Prairie Provinces in 1951.

Products Manufactured and Processed

Agricultural produce and lumber are the basis of industry in Steinbach. The largest single operation is the sash, door and millwork plant where over half of the town's industrial workers are employed. During the pre-war years this plant was Canada's leading manufacturer of beekeepers' supplies. Although new stock is



Steinbach's sash and door mill uses lumber produced by the forest industry in the south-eastern portion of the province. This photograph shows the rough lumber being planed prior to being manufactured into sash.



The majority of the farms in south eastern Manitoba are electrified. Now more farmers are installing oil burners and plumbing. Sheet metal firms like that pictured above are enjoying an unprecedented volume of business.



Steinbach's foundry is a busy place the year round. Here the furnace is being cleared after all the moulds in the foreground (many more not on photo) had been cast.

not being produced a considerable volume is sold annually. In 1951 sales amounted to about \$100,000. At the present time sash and doors are sold to wholesalers throughout the province and, in addition, a considerable volume is retailed in the Steinbach area. A second establishment which has a mill in Ontario produces about three and a half million feet of lumber annually. A substantial amount of custom millwork is done.

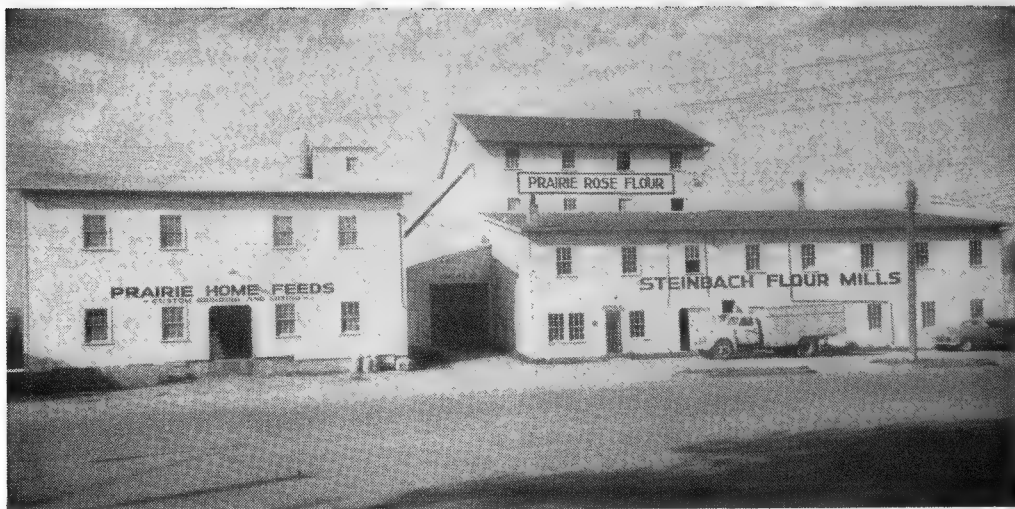
Steinbach is one of the most important poultry and livestock raising districts in Manitoba. Hatcheries, egg grading and candling, poultry processing and dairying are all important in the local economy. Equipped with some of the province's most modern poultry buildings and hatcheries, Steinbach is supplying a substantial portion of the well-fattened and properly finished birds produced in Manitoba. One of the province's oldest independent flour mills is located in Steinbach. Flour and feed for local use and for sale in other parts of Manitoba and Canada are produced.

One of the large garages in Steinbach equipped a considerable portion of the tractors changed from steel to rubber tired wheels after the war. All the wheel castings were made in the firm's foundry.

Grey iron castings and aluminum permanent mould castings for use in grain loaders, chemical dusters, swathers and straw cutters are produced in the foundry. Single and multiple "V" pulleys for agricultural and industrial use are made in the



Many new homes are erected in Steinbach each year. This is one of the many streets of new homes in the town.



One of Manitoba's oldest independent flour mills is located in Steinbach. The mill produces its own line of feeds. The bulk of the flour is sold in the district.

foundry's machine shop. Farm machinery, such as straw cutters and straw breakers to be attached to combines is built here and marketed throughout Western Canada and in the United States.

The following is a list of Steinbach's manufacturing establishments and of their products:

NAME	PRODUCT
Friesen Machine Shop	Feed Mixers.
C. T. Loewen & Sons Ltd.	Lumber, Sash & Door, Beekeeper's Supplies.
Steinbach Flour Mills Co. Ltd.	Flour, Feed.
Steinbach Hatchery	Chicks, Feed.
Steinbach Lumber and Hardware	Millwork.
Steinbach Sheet Metal	Grey Iron Castings, Aluminum Castings, "V" Pulleys, Straw Cutters, Straw Breakers, Beekeeper's Supplies.

Municipal Affairs

The 1951 levy was based on an assessment of \$856,450. The bulk of this was composed of real estate at \$775,190. Personal property and business property were \$25,000 and \$56,260 respectively. An equalized assessment for the whole of the province is being prepared but it will not be completed for several years. The rate for both 1951 and 1952 was 80 mills.

The following is a statement of revenue for the town of Steinbach for the year ending December 31, 1951.

Levy 1951.

Assessment—Real Estate	\$775,190.00	
Personal Property	25,000.00	
Business	56,260.00	\$856,450.00

Purpose	Rate	Amount	
School District—General	6.66	\$ 5,328.00	
Special	39.59	31,672.00	
Municipal Commissions	1.18	944.00	
Debentures—Telephone	2.	1,600.00	
Main Street	1.46	1,168.00	
Main Street	(flat rate)	2,547.32	
Street Lighting	2.26	1,808.00	
Streets and Sidewalks	(flat rates)	542.55	
General Municipal	26.85	21,495.20	
	80.M	\$ 67,105.07	
Business Tax	(12%)	6,751.20	
License Fees		786.00	
		74,642.27	
Taxes added		1,956.20	
Penalties added		684.75	77,283.22
Tax Imposition for Year		\$ 77,283.22	
Other Revenue		4,692.86	4,692.86
Total Revenue for Year			81,976.08
Balance			
Expenses Exceed Revenue for Year			6,401.01
Total			\$88,377.09

Police Protection

A two-man detachment of the Royal Canadian Mounted Police is stationed in Steinbach. One constable is employed by the town. During 1950 there was one minor break-in. There were none in 1951. In 1952 there was one break-in.

Fire Protection

The fire department consists of a 20-man volunteer brigade. Fire alarms are given by means of a siren operated from the telephone exchange where operators are on duty twenty-four hours a day. Equipment includes one crash tender with a 250-gallon pump and a 400-gallon tank, one 2,500 gallon typhoon pump, 1,100 feet of hose, ladders, 3 four-wheel trailers with 400 gallon tank each, 2 all-service gas masks.



Steinbach Collegiate is one of the town's three schools. Besides regular academic instruction, courses in bookkeeping, typing, home economics and shopwork are given providing excellent basic training for young people seeking employment in business and industry.

Social Supplements

Education

There are two public schools and one high school in Steinbach. A staff of 24 teachers is employed to instruct the 725 students enrolled. In addition to regular instruction from Grades I to XII, courses are given in bookkeeping, typing, home economics and shopwork.

Hospital Facilities

The hospital district consists of the Rural Municipality of Hanover, the Town of Steinbach and townships in the Municipalities of Ste. Anne and La Broquerie.

The hospital was built and is being supervised by a number of churches in the district including Kleefeld, Greenland, Blumenort, Chortitz and Grunthal.

There are four physicians using the hospital facilities. The hospital staff consists of five registered nurses, eight practical nurses and nine nurses' aides. There is also one X-ray technician, one engineer, two office clerks and a janitor.

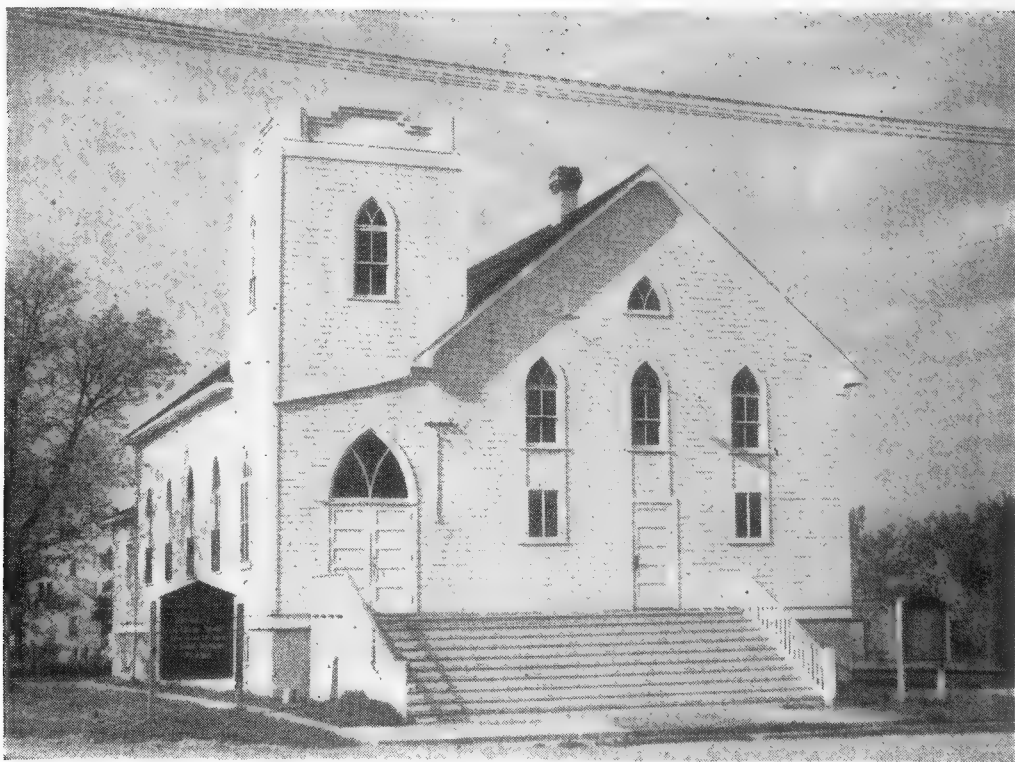
The hospital has 40 beds, 16 bassinets and a modern operating room. In 1951 there were 1,403 admissions. There were 113 major operations, 523 minor operations, 323 births and 25 deaths.

Recreational Facilities

Recreational facilities in Steinbach are limited owing to the influence of the Mennonite faith. The annual agricultural fair features a parade, hundreds of exhibits ranging from home baking, cooking, sewing, garden vegetables and field crops to livestock exhibits, 4-H clubs and an auction sale of choice beef calves. In addition to the agricultural exhibits numerous displays are set up by local business firms.

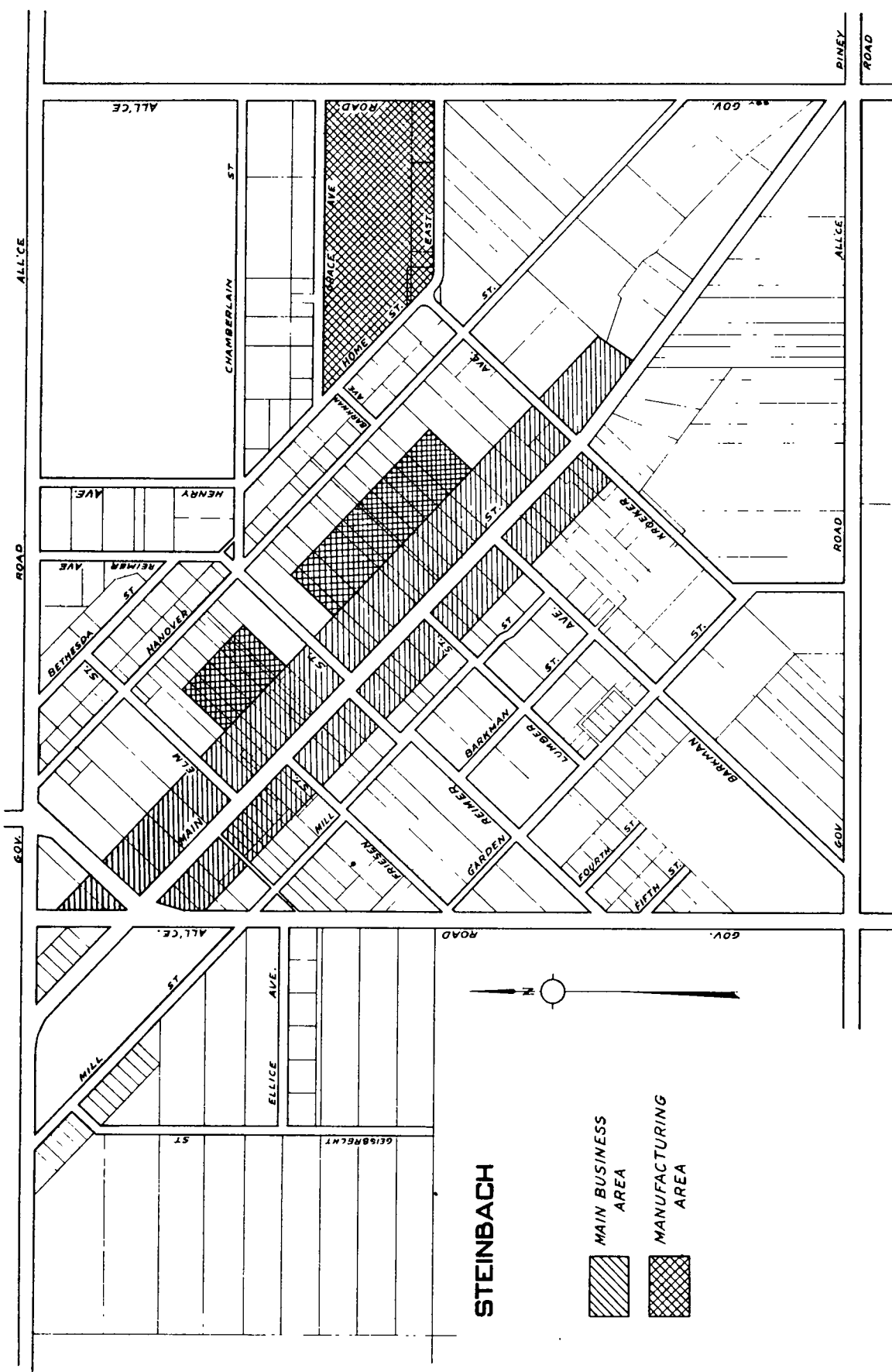


Bethesda Hospital is typical of Steinbach's independent and progressive character. It was built by a number of churches in the district in 1936 without municipal or provincial aid. It has been remodelled under the recently instituted scheme of provincial aid to hospitals and, now, offers better hospital facilities than ever before to residents of Steinbach and district.



Ninety per cent of the people living in Steinbach are of Mennonite extraction. Most Mennonite churches are simple in design although the newer ones are somewhat more ornate.

Other annual events include the largest sports day in south-eastern Manitoba. Attendance averages about 7,000. A Musical Festival is also held in which school children from the surrounding district participate.



STEINBACH

- MAIN BUSINESS AREA
- MANUFACTURING AREA

Further Enquiries

For the sake of brevity, many details have been omitted from this publication. Any firm requiring further information or special data pertaining to any or all of the foregoing topics may obtain these details from either of the agencies listed below.

The Steinbach Chamber of Commerce	Steinbach, Manitoba.
The Mayor	Steinbach, Manitoba.
The Department of Industry and Commerce, Legislative Building	Winnipeg, Manitoba.



THE DEPARTMENT OF INDUSTRY AND COMMERCE IS

at your Service . . .

. . . regarding

Plant Location

The Department will provide manufacturers interested in the possibility of locating in Manitoba with complete and accurate data on all factors related to the establishment of manufacturing operations in this area. Special confidential reports will be prepared at the request of potential manufacturers. These reports will contain detailed information on such factors as market data and analysis, labor supply and wage rates, availability and cost of power, taxation, transportation facilities, availability of sites and buildings and related industrial location data.

Sub-contract or Manufacturing Under License Arrangements

Contact with Manitoba manufacturers will be provided by The Department to firms from outside the province interested in having their products wholly or partially manufactured and assembled on a sub-contract or manufacturing license arrangement.

Location of Agents and Distributors

The Department will also assist manufacturers seeking sales representatives. Contracts with suitable agents or agencies can be arranged for firms seeking representation in this area.

DEPARTMENT OF INDUSTRY AND COMMERCE

Province of Manitoba

LEGISLATIVE BUILDING

WINNIPEG, MANITOBA

